

### Environment Committee

For the Metropolitan Council meeting of October 27, 2021

**Subject:** Master Contracts for Project Communications and Public Involvement to Support MCES Capital Program

#### Proposed Action

That the Metropolitan Council authorizes its Regional Administrator to award and execute master contracts 21P109 for communications and outreach related to MCES capital projects to HDR Inc., Zan Associates, Goff Public, WSB & Associates, and Bolton & Menk, totaling \$2,000,000.

#### Summary of Committee Discussion/Questions

Committee Member Sterner inquired what years the contract covered. Staff clarified the contract will extend beyond 2022. The contracts are structured over a number of years due to the nature of the work. The communications consultants are engaged during the planning phase of a project, but it takes time to move to design and through construction. It is preferable to retain the same consultant throughout a project.

Committee Member Sterner asked if the Council has looked at getting some of the communications expertise in-house so that some of that knowledge could be retained by a technical communicator. Staff confirmed there are staff internally involved in engagement and communications. We also engage communications consultants that have experience with communicating technical information to a variety of audiences and that have knowledge in the area of public administration. The Communications Department within Regional Administration also assists MCES with communications related to branding, consistent messaging, and other needs.

The proposed action was approved and forwarded to the October 27, 2021 Council meeting for approval.

## Environment Committee

Meeting date: October 12, 2021

For the Metropolitan Council meeting of October 27, 2021

**Subject:** Master Contracts for Project Communications and Public Involvement to Support MCES Capital Program

**District(s), Member(s):** All

**Policy/Legal Reference:** FM 14-2 - Expenditures for the Procurement of Goods and Services Policy

**Staff Prepared/Presented:** Anna Bessel, 651-602-1125

**Division/Department:** MCES c/o Leisa Thompson, 651-602-8101

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### Background

Communication and outreach services are needed to implement the authorized multi-year capital program for the MCES interceptor system and treatment plants. The total contract amount was based on a level of effort estimate by MCES Wastewater Planning and Capital Project Delivery staff.

A formal solicitation was issued on June 4, 2021, and seven proposals were received on July 14, 2021. The proposals were evaluated by three MCES staff and one Council Communications staff.

Based on strengths and ability to provide communication needs to the MCES capital program, staff proposed five master contracts were awarded in various amounts. Staff recommended awarding \$500,000 to HDR Inc., \$500,000 to Zan Associates (DBE/WBE), \$400,000 to Goff Public, \$300,000 to WSB & Associates, and \$300,000 to Bolton & Menk.

The Office of Equal Opportunity (OEO) set a Metropolitan Council Underutilized Businesses (MCUB) goal of ten percent (10%). To be found responsive, a bidder must meet the DBE requirements of the contract either by meeting the DBE goal or making good faith efforts to meet the goal.

### Rationale

Master contracts with a total value of \$500,000 or more require Metropolitan Council authorization.

### Thrive Lens Analysis

The services authorized by these consulting contracts support the following Thrive Outcomes:

- Equity: The work promotes communication and engagement across communities.
- Stewardship: The work supports preservation of the region's wastewater system.
- Sustainability: The work advances efforts to invest in the region's wastewater treatment and collection system so it may be operated efficiently and effectively.

### Funding

Funding is provided in the 2021 Authorized Capital Program.

### Known Support / Opposition

There is no known opposition.